Victoria Flores

artist // techie // designer // creative

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EDUCATION

**FALL 2008
to SUMMER 2015**

STANFORD UNIVERSITY | Stanford. CA

Master of Computer Science | Depth in Human-Computer Interaction | Class of 2015
Bachelor of Arts in Art Practice | Award of Excellence Recipient | Class of 2012
Stanford in Florence Bing Overseas Study Abroad | Art Practice focus | Fall 2010

**FALL 2004
to SUMMER 2008**

FORT WORTH ACADEMY OF FINE ARTS | Fort Worth. Texas

Salutatorian, AP Scholar, National Hispanic Scholar, Distinguished | Class of 2008

EXPERIENCE

**APRIL 2019
to MARCH 2020**

UX & BRANDING EXPERIENCE DESIGNER | Polarr | San Jose. CA

Spearheaded branding design and its integration across the company (composing visual/semantic guides), product (Aura MVP prototyping/branding), and marketing growth (user research and asset creation for AI platform and Aura beta).

**FALL 2016
to WINTER 2018**

UX DESIGN CONSULTANT | VICFLO Design | Leiden. The Netherlands

Freelanced for a bouquet of small European/American companies primarily focusing on early-stage branding, UI systems, need-finding, and MVP development using design thinking to position, pivot, and improve product development.

SPRING 2016

DESIGN GROWTH CONSULTANT | Polarr | San Jose. CA

Conducted design research/workshops, and created new branding and identity proposals for Polarr's improved presence in the photography industry.

**JUNE 2012
to MAY 2014**

UX RESEARCHER | Stanford Graphics Lab | Stanford. CA

Performed R&D for Code[x] E-Textbook Project entailing UX/UI design, defining new narrative templates and methodologies, prototyping, and aesthetic analyses.

FALL 2013

WEB DEVELOPMENT FELLOW | American Conservatory Theatre | SF. CA

Aided in the creative development of A.C.T.'s web identity and seasonal marketing.

SUMMER 2011

UX RESEARCHER | Stanford Spatial History Lab | Stanford. CA

Created a visual database of tobacco factories for the 'Cigarette Citadels' Project.

SUMMER 2010

ARTIST IN RESIDENCE PROGRAM INTERN | Exploratorium | SF. CA

Compiled fifty years of visiting artist assets for posterity and public archive.

SUMMER 2010

EXPERIENCE DESIGN INTERN | Amour Vert | Palo Alto. CA: Las Vegas. NV

Designed look and ethos of Magic Trade show booth for boutique eco-fashion brand.

SET DESIGN

TEACHING

WINTER 2015

Course Assistant CS247: HCI Design Studio | Stanford, CA

Prepared materials for studio/lecture activities, graded work, gave critique, and organized final presentation event; TA for 'Data Narratives' studio led by Jofish Kaye.

SUMMER 2014

Course Assistant CS193c: Client-Side Technologies | Stanford, CA

Held office hours, graded exams/assignments, and moderated Piazzza.

FALL 2013

Course Assistant CS105: Intro to Computing | Stanford, CA

Responsibilities: Office Hours, Grading exams/assignments, and Piazza Moderating.

FALL 2012

Course Assistant CS108: Object Oriented Programming | Stanford, CA

Responsibilities: Office Hours, Grading exams/assignments, and Piazza Moderating.

PROJECTS

MAY 2014
to **JUNE** 2015

Cloud Architecture, Derek Ouyang et al., Stanford, Bay Area, Global

UX/UI designer for website and 'Common Ground' urban design installation in SF.

JANUARY 2012
to **JUNE** 2014

Stanford Solar Decathlon Team 2013

As CS team lead, I collaborated with core team and led concept and R&D for the creation of Start.Home's eco-behavior centric energy monitoring and control system.

OCTOBER 2011
to **JUNE** 2012

Stanford Senior Cabinet/Senior Formal Committee 2012

Designed and Campaigned Senior Formal 2012 with record turnout at SF Winery.

SKILLS

TECHNICAL
Java/C++/C
HTML/CSS/JS

LANGUAGES
English (native)
Italian (advanced
Dutch (basic)

TOOLS
Figma
Illustrator
Photoshop
InDesign
Sublime
WYSIWYGs
SketchUp

HCI
Design Thinking
Storyboarding
Rapid Prototyping
Behaviour Design
Heuristic Eval.
User Research
Data Visualization

CREATIVE
Branding/Identity
Scenic Design
Model Making
Hand Drafting
Illustration
Concept/Strategy
Wet/Dry Media